



U.S. Army 2005 MWR Leisure Needs Survey Results

**293rd BSB - Mannheim
Germany**

BRIEFING OUTLINE

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□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

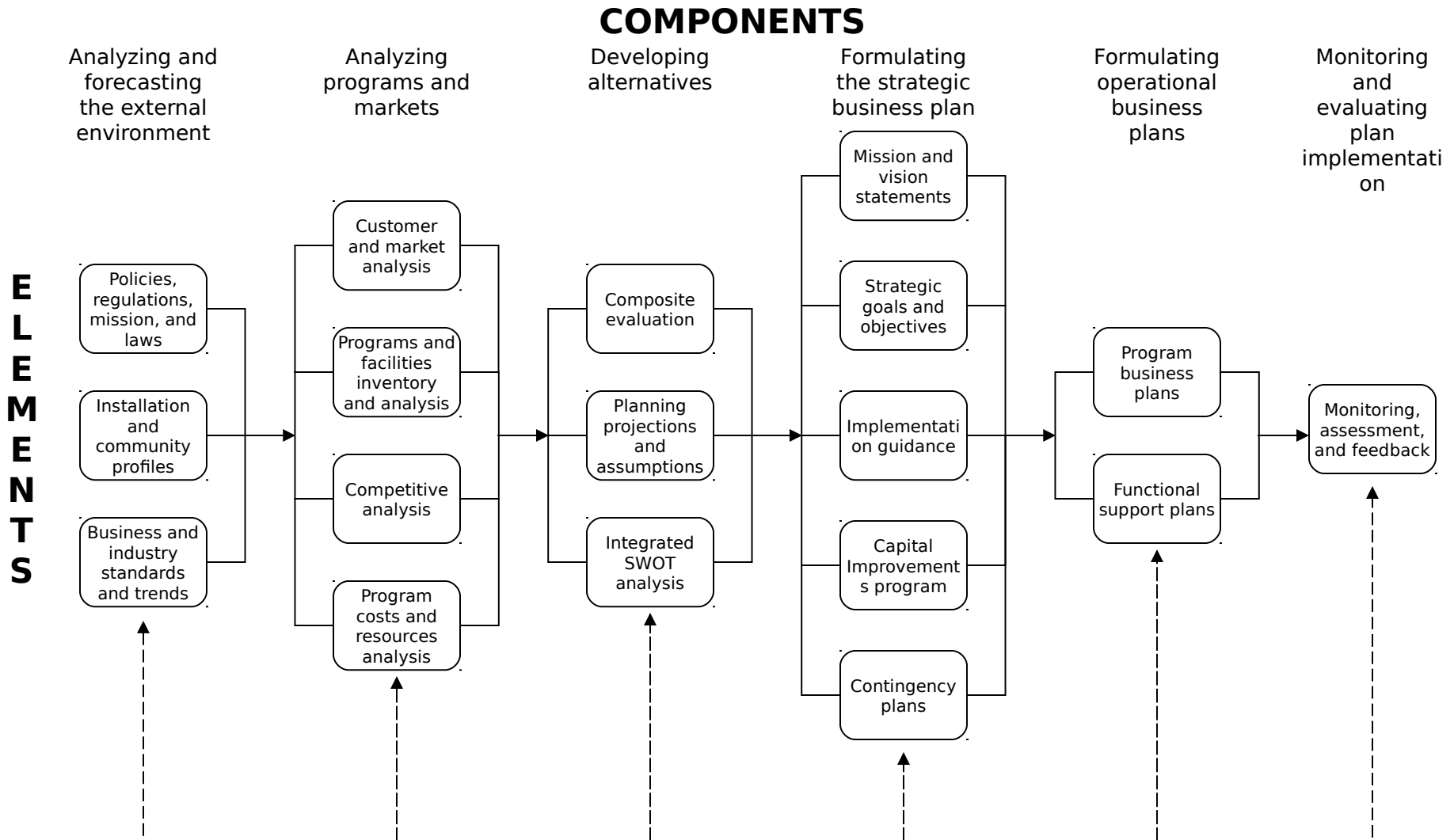
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,288 surveys were distributed at 293rd BSB - Mannheim



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	4,508	1,172	153	13.05%	±7.79%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	2,548	1,116	115	10.30%	±8.93%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	7,056	2,288	268	11.71%	±5.87%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

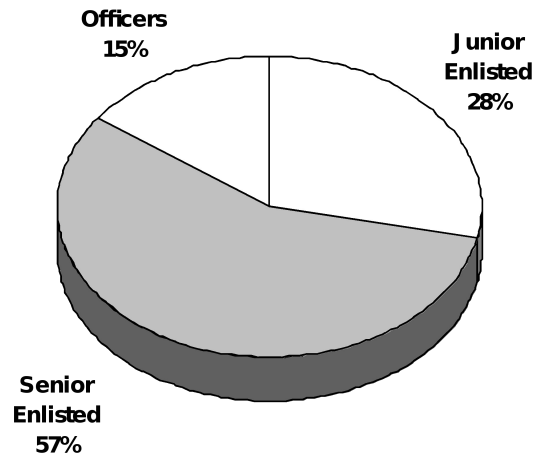
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

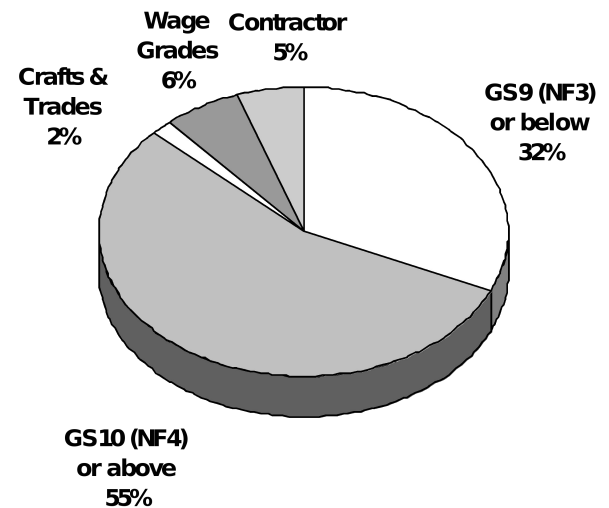
ACTIVE DUTY

(n = 152)



CIVILIANS

(n = 114)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 293rd BSB - MANNHEIM

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	68%
Library	55%
Car Wash	51%
Automotive Skills	41%
Bowling Food & Beverage	37%

LEAST FREQUENTLY USED FACILITIES

BOSS	4%
Bowling Pro Shop	10%
School Age Services	11%
Multipurpose Sports/Tennis Courts	14%
Youth Center	14%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 293rd BSB - MANNHEIM*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Automotive Skills	4.28
Fitness Center/Gymnasium	4.19
Library	4.16
Youth Center	4.01
Outdoor Recreation Center	3.99

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Bowling Pro Shop	3.50
Multipurpose Sports/Tennis Courts	3.53
BOSS	3.56
Car Wash	3.59
Child Development Center	3.59

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 293rd BSB - MANNHEIM*

293rd BSB - Mannheim

FACILITIES WITH HIGHEST QUALITY RATINGS*

Automotive Skills	4.04
Library	3.97
Fitness Center/Gymnasium	3.97
Outdoor Recreation Center	3.89
School Age Services	3.80

FACILITIES WITH LOWEST QUALITY RATINGS*

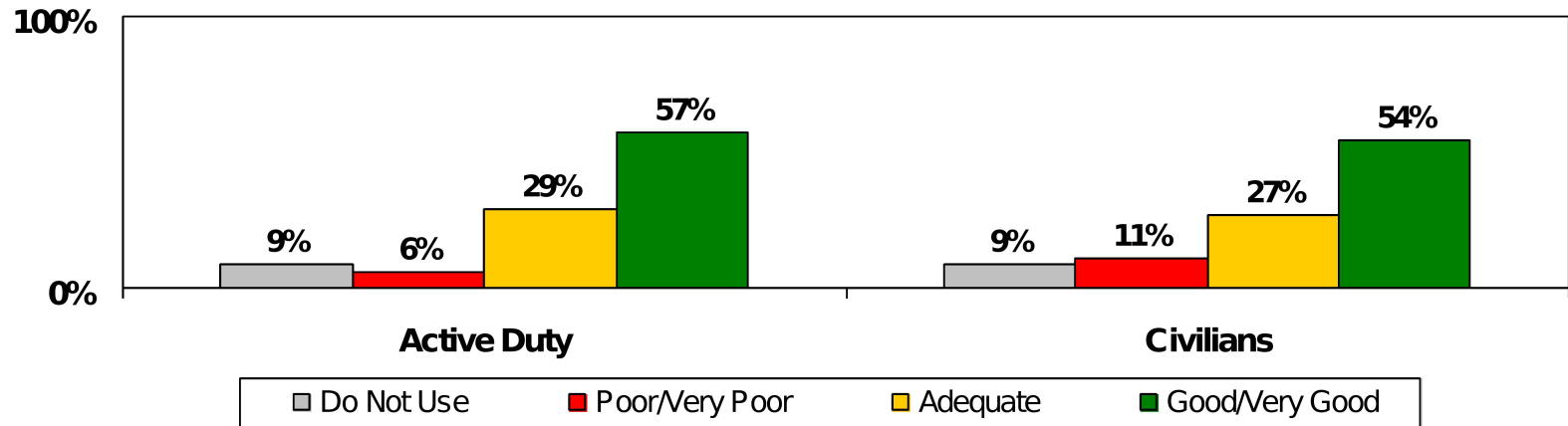
Car Wash	3.33
Multipurpose Sports/Tennis Courts	3.38
Bowling Pro Shop	3.46
BOSS	3.48
Arts & Crafts Center	3.52

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

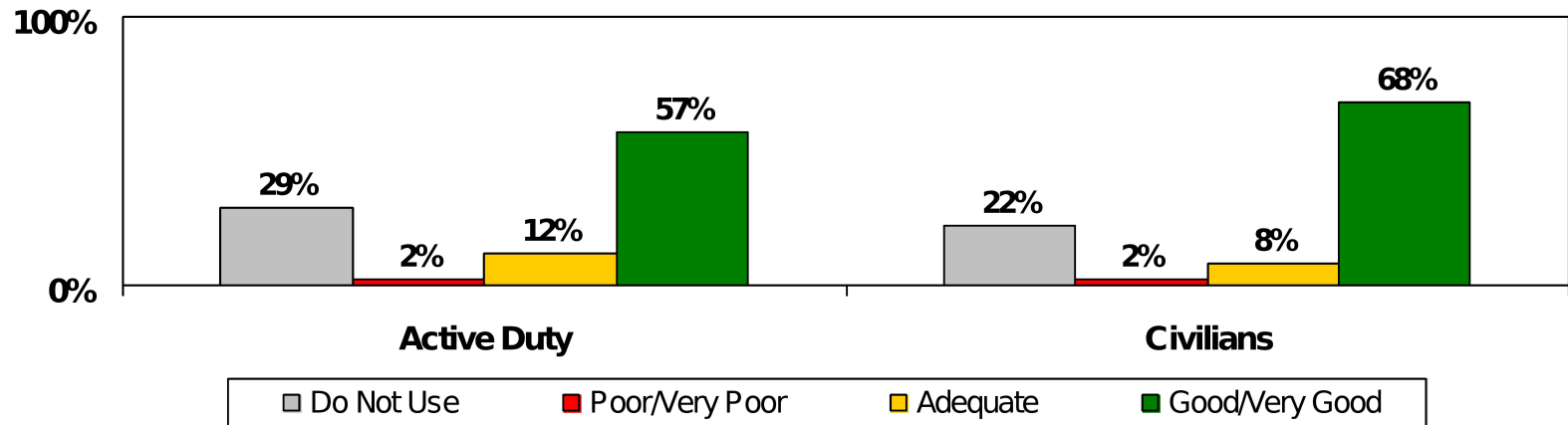
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



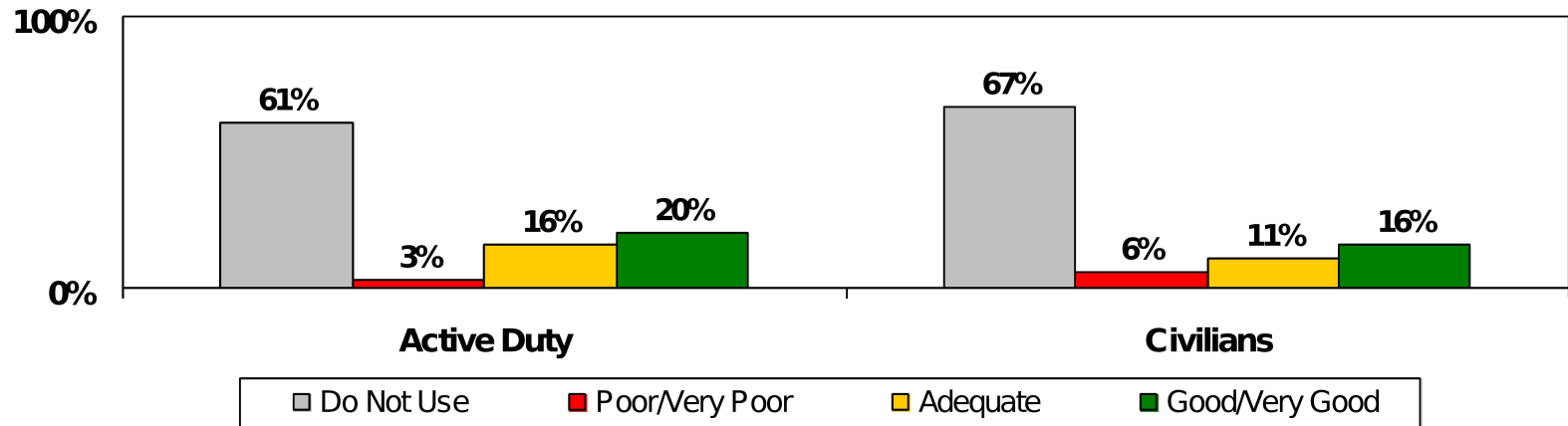
Quality of Off-Post Services



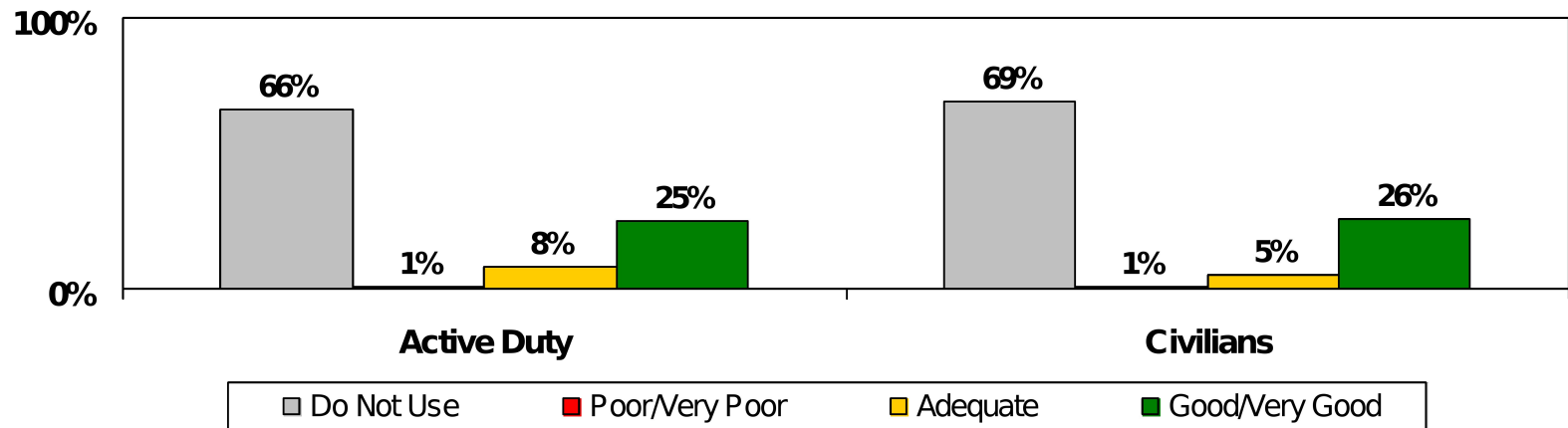
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



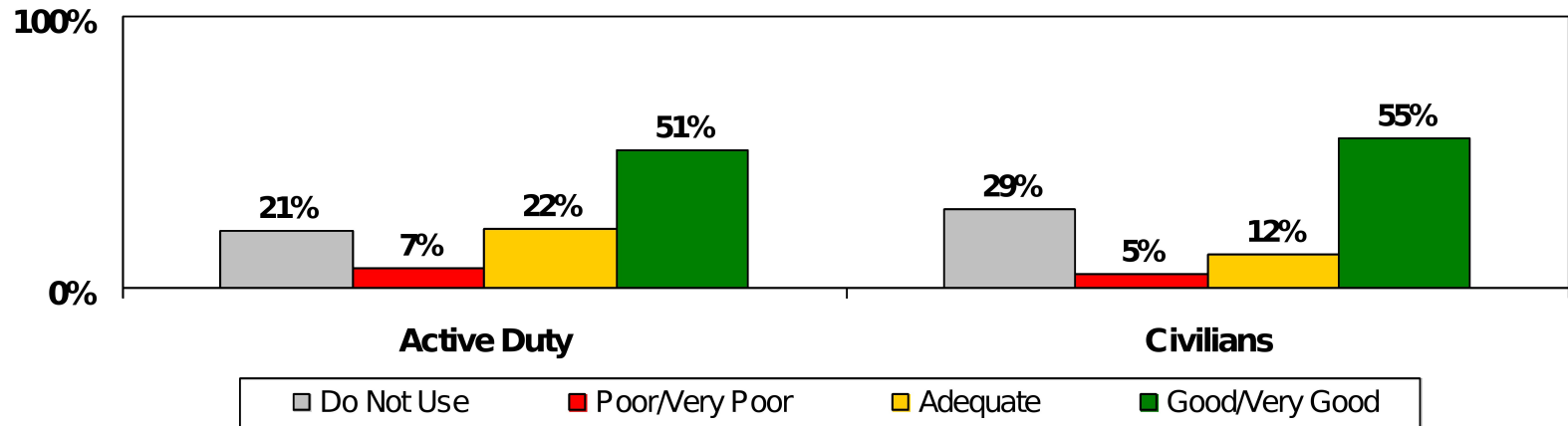
Quality of Off-Post Services



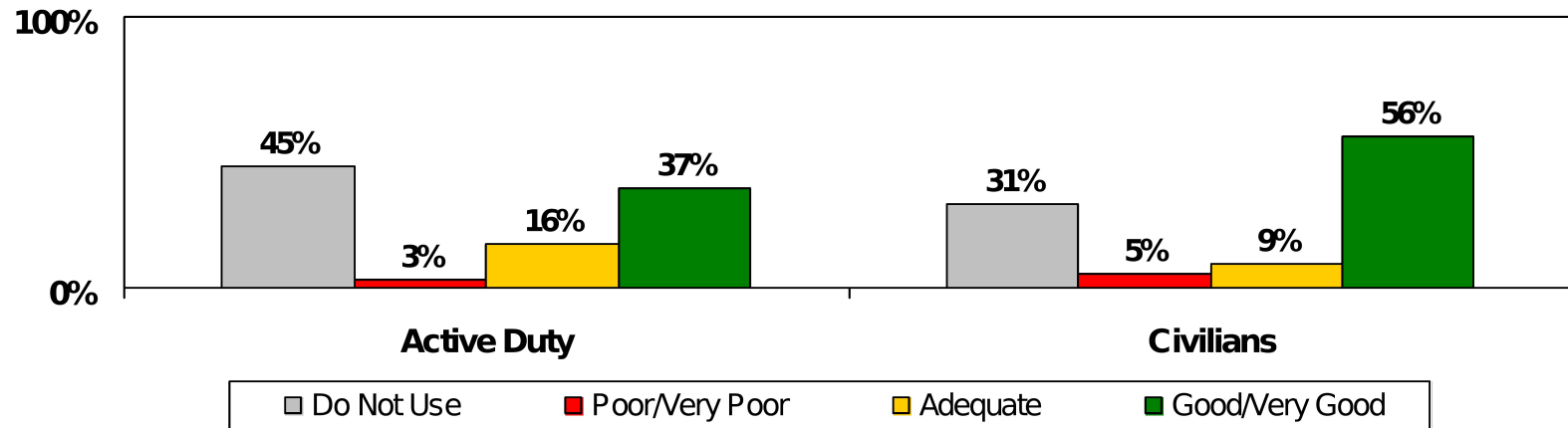
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

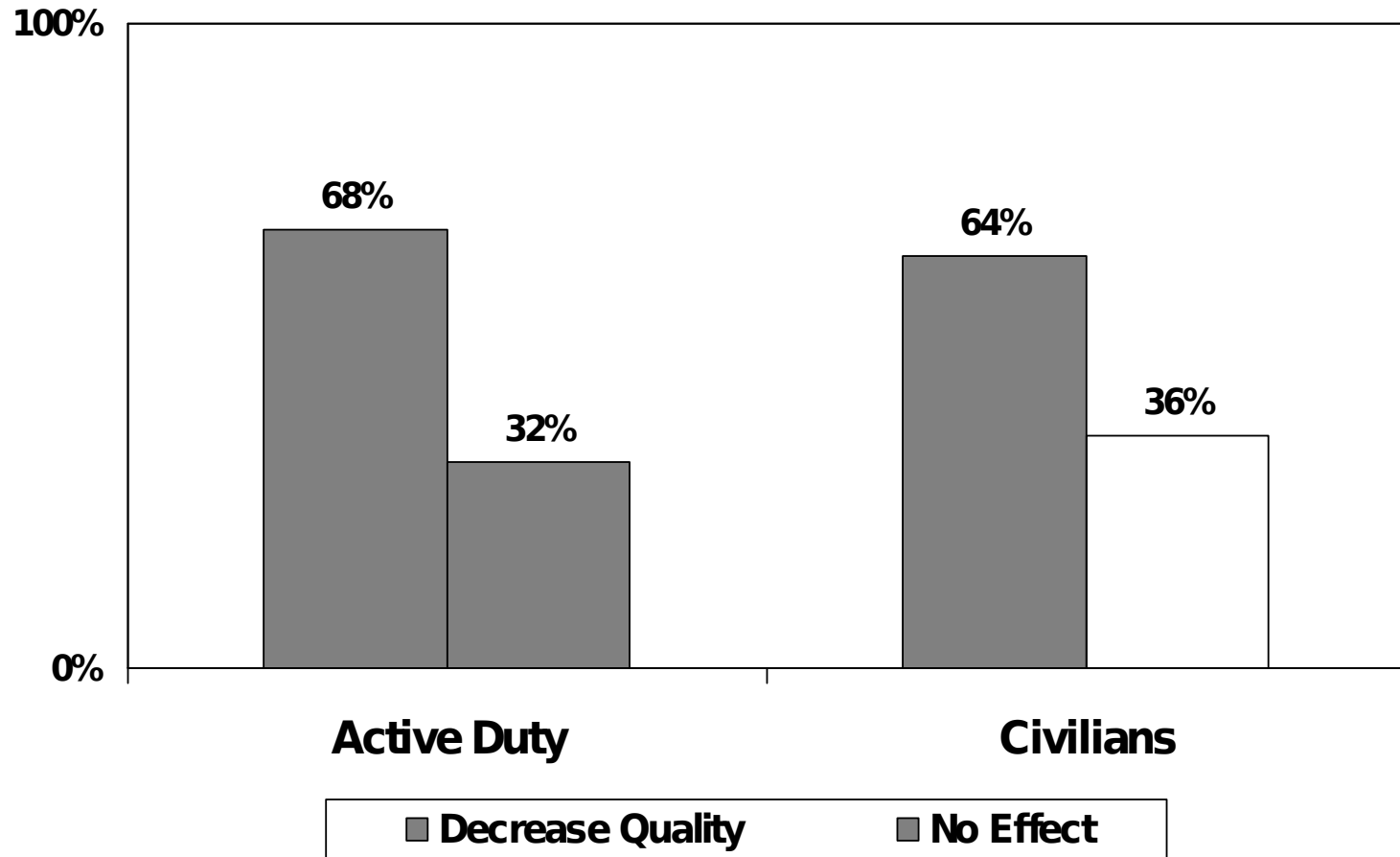


Quality of Off-Post Services



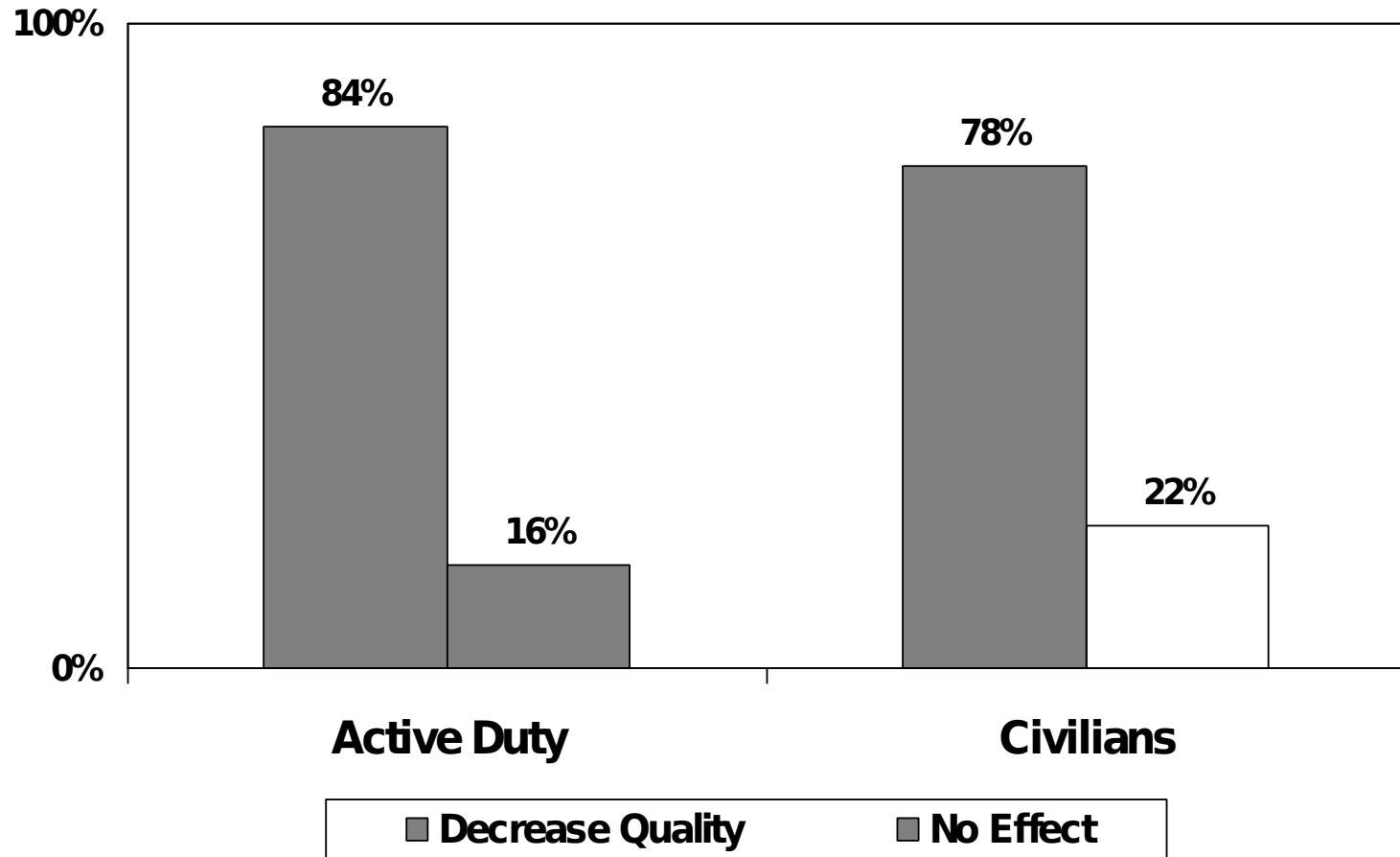
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	83%
Library	72%
Army Lodging	68%
Youth Center	58%
Child Development Center	56%
Automotive Skills	48%
School Age Services	46%

RV Park	72%
Golf Course Pro Shop	59%
Golf Course Food & Beverage	55%
Golf Course	52%
Cabins & Campgrounds	49%
Bowling Pro Shop	45%
Marina	41%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	26%	22%	24%
E-mail	44%	41%	43%
Friends and neighbors	43%	48%	45%
Family Readiness Groups (FRGs)	14%	3%	10%
Bulletin boards on post	41%	35%	39%
Post newspaper	50%	59%	53%
MWR publications	32%	36%	34%
Radio	34%	41%	36%
Television	50%	47%	49%
My child(ren) let(s) me know	4%	5%	4%
Other unit members or co-workers	29%	32%	30%
Unit or post commander or supervisor	19%	14%	18%
Marquees/billboards	18%	25%	21%
Flyers	45%	48%	46%
Other	7%	5%	6%
I never hear anything	5%	4%	5%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	80%
Better Opportunities for Single Soldiers	49%
Army Community Service	61%
MWR Programs and Services	87%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL†
Information and Referral	67%	90%	10%
Outreach programs	54%	72%	28%
Family Readiness Groups	79%	84%	16%
Relocation Readiness Program	81%	90%	10%
Family Advocacy Program	80%	80%	20%
Crisis intervention	64%	78%	22%
Money management classes, budgeting assistance	81%	88%	13%
Financial counseling, including tax assistance	82%	91%	9%
Consumer information	55%	83%	17%
Employment Readiness Program	63%	82%	18%
Foster child care	45%	67%	33%
Exceptional Family Member Program	76%	90%	10%
Army Family Team Building	69%	83%	17%
Army Family Action Plan	63%	78%	22%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	55%
Personal job performance/readiness	50%
Unit cohesion and teamwork	50%
Unit readiness	57%
Relationship with my spouse	52%
Relationship with my children	49%
My family's adjustment to Army life	55%
Family preparedness for deployments	60%
Ability to manage my finances	48%
Feeling that I am part of the military community	53%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	85%
Helps minimize lost duty/work time due to lack of child care/youth services	90%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	76%
Allows me to work outside my home	74%
Allows me to work at home	75%
Offers me an employment opportunity within the CYS program	63%
Allows me/my spouse to better concentrate on my/our job(s)	71%
Provides positive growth and development opportunities for my children	83%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	39%
Personal job performance/readiness	40%
Unit cohesion and teamwork	51%
Unit readiness	47%
Ability to manage my finances	36%
Feeling that I am part of the military community	44%
Relationship with my children (single parents)	45%
My family's adjustment to Army life (single parents)	43%
Family preparedness for deployments (single parents)	43%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	57%
Entertaining guests at home	53%
Internet access/applications (home)	51%
Internet access (library)	44%
Reading	43%
Multi-media (videos, DVDs, CDs)	42%
Going to movie theaters	41%
Festivals/events	37%
Reference/research services	35%
Walking	34%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	54%
Entertaining guests at home	50%
Internet access (library)	49%
Internet access/applications (home)	47%
Going to movie theaters	43%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	65%
Entertaining guests at home	59%
Internet access/applications (home)	58%
Reading	47%
Multi-media (videos, DVDs, CDs)	43%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	16%
Softball	12%
Soccer	10%
Volleyball	8%
Touch/flag football	8%

Outdoor Recreation

Bicycle riding/mountain biking	26%
Volksmarching	16%
Going to beaches/lakes	15%
Camping/hiking/backpacking	14%
Snow skiing/snowboarding	13%

Social

Entertaining guests at home	53%
Night clubs/lounges	31%
Dancing	30%
Special family events	29%
Happy hour/social hour	24%

Sports and Fitness

Walking	34%
Cardiovascular equipment	33%
Running/jogging	30%
Bowling	28%
Weight/strength training	26%

Entertainment

Watching TV, videotapes, and DVDs	57%
Going to movie theaters	41%
Festivals/events	37%
Attending sports events	20%
Live entertainment	19%

Special Interests

Internet access/applications (home)	51%
Automotive detailing/washing	34%
Automotive maintenance & repair	33%
Digital photography	29%
Computer games	24%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	44%	N/A	44%
Reading	43%	N/A	43%
Multi-media (videos, DVDs, CDs)	42%	N/A	42%
Going to movie theaters	38%	3%	41%
Watching TV, videotapes, and DVDs	36%	21%	57%
Reference/research services	35%	N/A	35%
Cardiovascular equipment	30%	3%	33%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

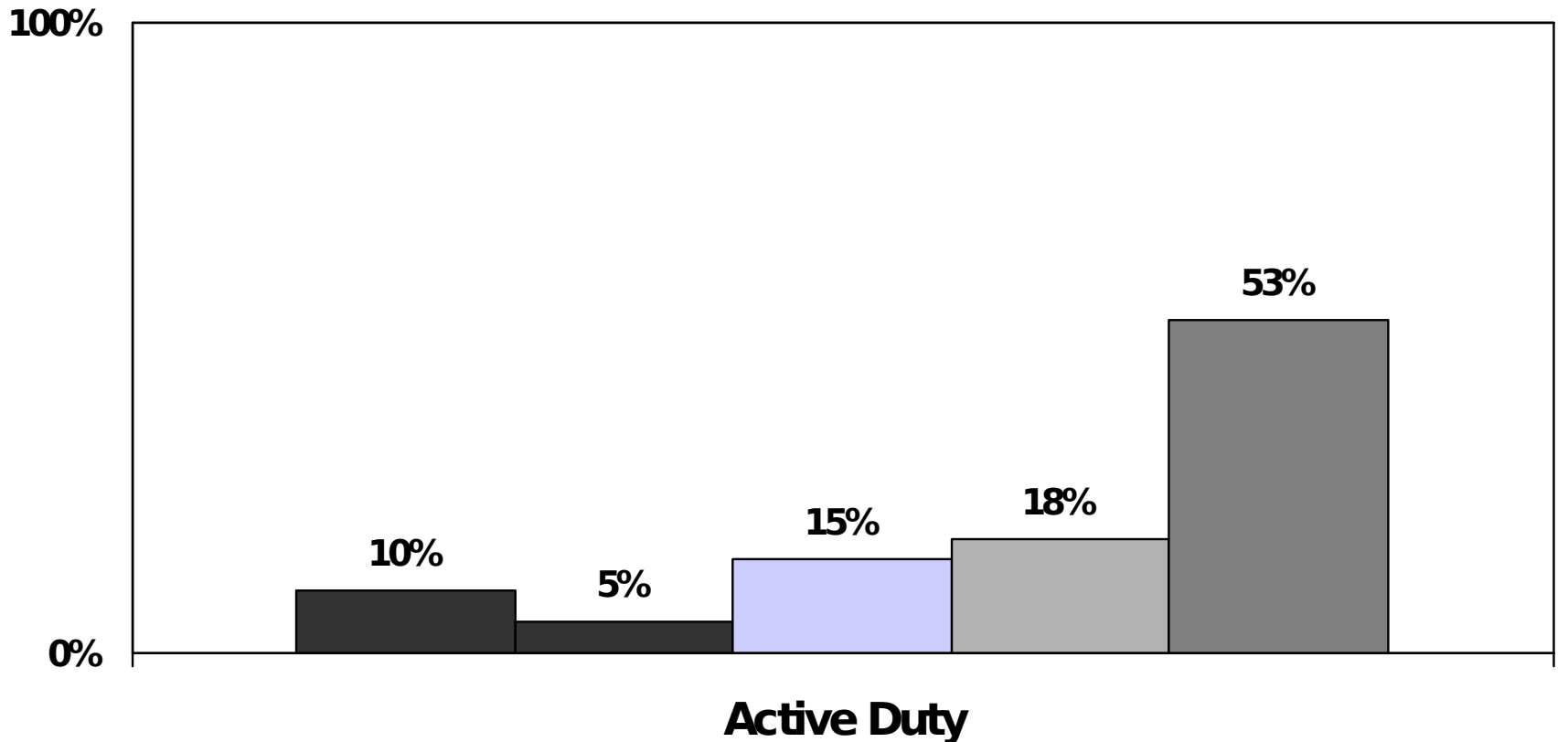
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	2%	37%	51%
Automotive detailing/washing	23%	7%	4%	34%
Automotive maintenance & repair	26%	4%	3%	33%
Digital photography	3%	8%	18%	29%
Computer games	3%	1%	19%	24%
Gardening	2%	1%	18%	22%
Trips/touring	3%	17%	0%	20%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

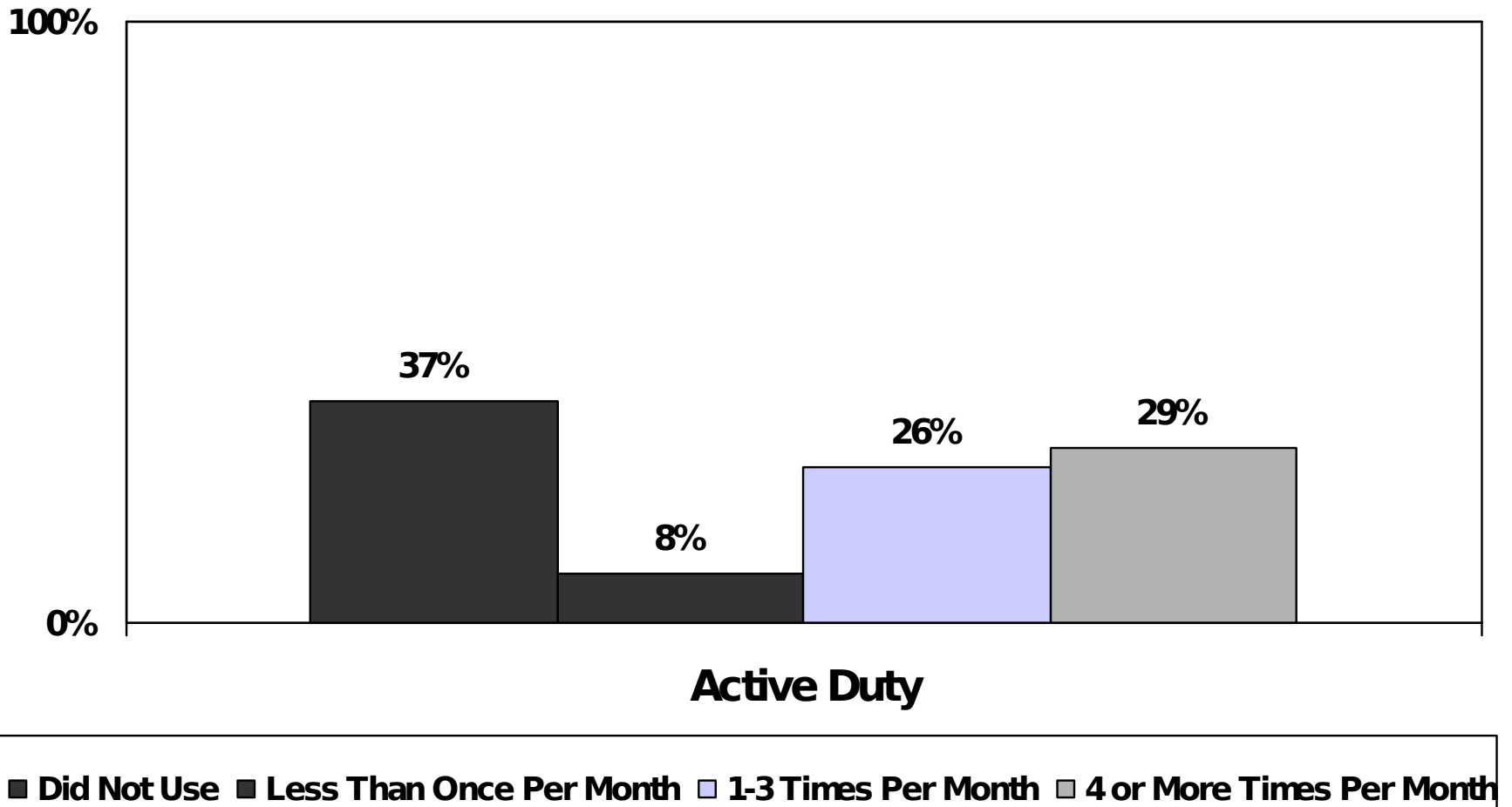
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■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	12%
Probably will not make military a career	7%
Undecided	27%
Probably will make military a career	14%
Definitely will make military a career	39%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)